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Farm Broadcasters Letter

Letter No. 2399

Feb. 10, 1989

NEW SECRETARY -- Clayton Yeutter's nomination as secretary of agriculture received a unanimous confirmation vote in the U.S. Senate Feb. 8. He becomes the 23rd secretary of agriculture. Yeutter's formal swearing-in ceremony with President George Bush is now scheduled for Thursday, Feb. 16 at USDA. USDA Radio & USDA TV will cover.

FEMALE BONE LOSS -- Women cannot reduce bone loss after menopause by taking extra calcium, according to a recent USDA study. Nor does taking the active form of vitamin D after menopause curb osteoporosis, another study suggests. The findings support a growing body of evidence that these controversial measures for delaying osteoporosis are ineffective. Contact: Judy McBride (301) 344-4095.

MAKE YOUR MOVE NOW -- USDA's Soil Conservation Service is telling farmers what moves they need to make to help win the farming game. To stay eligible for farm program benefits, farmers who have highly erodible crop land must have a conservation plan approved by Dec. 31, 1989. You can help tell farmers how to make their conservation moves. SCS has press info, including 10, 20 and 30 second PSAs. Contact: Leslie Wilder (202) 447-3608.

DELINQUENT FmHA BORROWERS -- USDA now has a much clearer picture of the status of delinquent FmHA borrowers. According to Acting FmHA Administrator Neal Sox Johnson, FmHA mailed 70,747 notices to delinquent borrowers in November. Borrowers had 45 days to answer. About half -- 34,719 want to try to work out their loan problems. FmHA also mailed 8,345 notices to borrowers with "collection only" accounts. Only 1,980 responded -- overdue debts from this group total more than \$1.6 billion. The upshot is that 46,247 of the 70,747 borrowers who got notices "presumably desire to stay in farming or, at least, keep the homestead," Johnson said. Contact: Acting FmHA Administrator Neal Sox Johnson (202) 447-7967.



ARE YOU MISSING SOMETHING? Lynn Wyvill, Director of USDA's Satellite TV News, wants you to know you may be missing some of USDA's news if you are only taping the Thursday feed. The extra 30 minutes on the Saturday and Monday transmissions gives time to cover more topics in agricultural production, trade and consumer news that we hope you can use.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1653 -- The National Forest is home to a vast collection of priceless Indian artifacts. Many of these treasures are located in Sacred Indian Burial Grounds. On this edition of Agriculture USA George Holmes takes a look at the issue of pot hunting on the national forest. (Weekly 13-1/2 min. documentary)

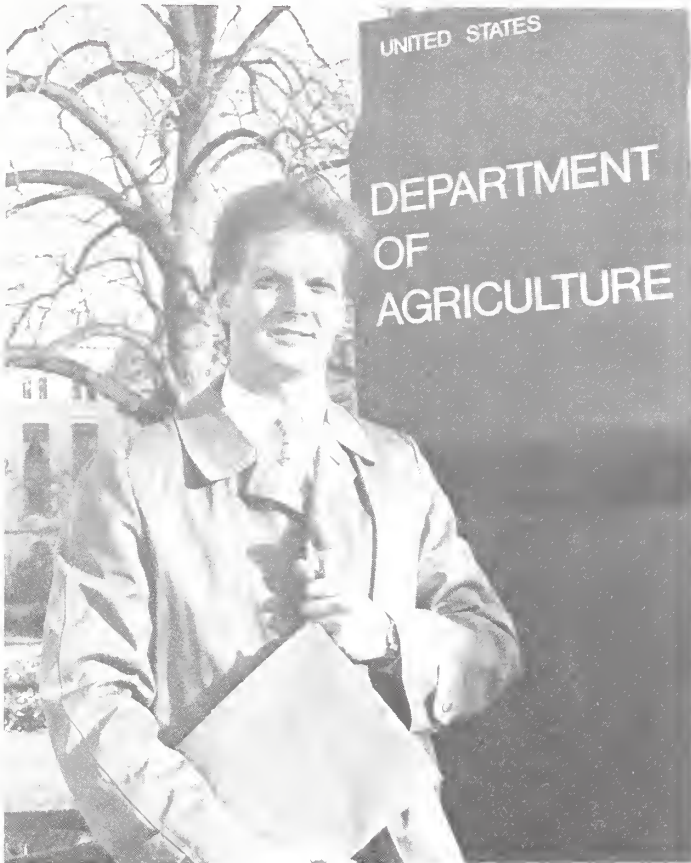
AGRITAPE/FARM PROGRAM REPORT #1642 -- USDA News Highlights; CRP signup continues; Farming's uncertain future; Off-farm instruments; Leaner beef. (Weekly reel of news features)

CONSUMER TIME #1133 -- Buying your home with sweat; Catfish becoming more popular; Older Americans at work; Furniture buying; The beef/hormone issue. (Weekly reel of 2-1/2 - 3 min. features)

UPCOMING -- Tuesday, Feb. 21, Catfish Outlook, Wheat Outlook; Wednesday, Feb. 22, Livestock/Poultry Outlook, Foreign Ag Trade Update; Thursday, Feb. 23, Export Outlook; Friday, Feb. 24, Red Meat Production and Feed Outlook.

Dial the USDA Radio Newsline (202) 488-8358 or 8359.
Material changed at 5 p.m. EST each working day.

FOOD & AG EXPO SET -- The 1989 National Food & Agriculture Exposition will be held May 15-17 at the Hynes Convention Center, Boston, Mass. The event is sponsored by the National Association of State Departments of Agriculture in cooperation with USDA's Foreign Agricultural Service. Planners expect about 2,000 buyers from 65 foreign countries to visit the 300 exhibits. Contact: Diane Baedeker (617) 727-3018.



ALTERNATIVE AGRICULTURE -- GROWING CONCERNS is a five-part TV series from USDA's Economic Research Service (ERS) that takes a hard look at questions farmers will face in the years ahead. Pat O'Leary produced and hosts the series. Each segment is 3:45. The series will be available on satellite Feb. 18 and 20. For the series, Pat talked with farmers, researchers and industry leaders. Pat joins our staff Feb. 13 after serving as a radio and TV reporter/producer with ERS, and will initially work on the radio side. (USDA Photo by Larry Rana.)

FROM OUR TELEVISION NEWS SERVICE

DOWN TO EARTH, AGRICULTURAL UPDATE and USDA NEWS SERVICE are available on satellite Westar IV, audio 6.2 or 6.8. Here is the transmission schedule:

Thursdays -- AG UPDATE/USDA NEWS SERVICE, 7:30-7:45 p.m., EST,
Transponder 12D

Saturdays -- DOWN TO EARTH, 10-10:30 a.m., EST, Transponder 10D
ORIGINAL AG UPDATE/USDA NEWS SERVICE, 10:30-11:15 a.m., EST,
UPLINK Transponder 10D

Mondays -- DOWN TO EARTH, 8-8:30 a.m., EST, Transponder 12D
REPEAT AG UPDATE/USDA NEWS SERVICE, 8:30-9:15 a.m., EST,
UPLINK Transponder 12D

OFF MIKE

AMERICAN FARM BUREAU FEDERATION...Distinguished Service Award was presented to Herb Plambeck (Living History Farms, Des Moines) at its annual convention in San Antonio, the first broadcaster to be selected for the honor. AFB president Dean Kleckner said Herb has since 1936 provided outstanding service to agriculture. Congratulations Herb!

TEMPERATURES...were so cold in the northwest cold snap that Carla Miller, KXLY-TV (Spokane) said the station's satellite antenna froze, causing some programs to be missed. Low temps roared into Texas too. Bedford Forrest (KFBA-TV (Amarillo)) says it got so cold he saw a fox looking for a fur coat.

COLD...can also be beneficial. David Adams (Extension Service, Athens, Ga.) says 20 degrees for about 3 days helps control insect populations.

FEBRUARY...is the month for pruning and fertilizing trees.

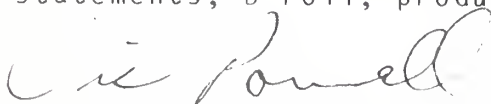
Farm Broadcasters Letter
Radio and Television, Rm. 410A
Office of Information, OGPA
U.S. Department of Agriculture
Washington, D.C. 20250-1300

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Penalty for Private Use \$300

MARCH...is Nutrition Month, and March 20 is Nat'l Agriculture Day. Is your station involved in your area's observance?

REQUEST...for cassette tape version of our TV programs was made by Lily Guzman (WYHS-TV Miramar, Fla.). We distribute only on satellite, and referred her to Dave Carter USDA-EMS (202) 786-1494 and to Will Pemble USDA-ARS (202) 344-4037 who have feature material on cassette produced for their agencies.

DOWN TO EARTH...weekly series of five 4-1/2 minute TV programs is being discontinued. Last transmission of the series is Feb. 18 & 20. Material is being reformatted and placed into the satellite TV News Service which will move into the DTE transmission time schedule. Action is in response to requests for shorter statements, B-roll, produced items.



Vic Powell, Chief, Radio & Television Division